

Intervention: Supermarket interventions

Finding: Insufficient evidence to determine effectiveness

Potential partners to undertake the intervention:

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| <input type="checkbox"/> Nonprofits or local coalitions | <input checked="" type="checkbox"/> Businesses or labor |
| <input type="checkbox"/> Schools or universities | <input checked="" type="checkbox"/> Media |
| <input type="checkbox"/> Health care providers | <input type="checkbox"/> Local public health departments |
| <input type="checkbox"/> State public health departments | <input type="checkbox"/> Policymakers |
| <input type="checkbox"/> Hospitals, clinics or managed care organizations | <input type="checkbox"/> Other: |

Background on the intervention:

The most common supermarket interventions to promote healthy eating are point-of-purchase signs, although some stores used video education and feedback on purchases. The interventions tend to be informational rather than educational.

Findings from the systematic reviews:

There is insufficient evidence that supermarket interventions are effective. A large proportion of studies showed an initial beneficial effect on food purchases, but none measured an effect beyond the duration of the study and none provided information on the total content of the diet.

Practices that lack sufficient research to support effectiveness should not be confused with ineffective programs. Rather, they should be recognized as programs that have the potential to become evidence-based practices—if properly evaluated. Practitioners are encouraged to monitor the impact of these programs in their communities and report on their findings in order to build a base of knowledge sufficient to reach consensus.

References:

Roe L, Hunt P, Bradshaw H, and Rayner M. Health promotion interventions to promote healthy eating in the general population - a review. Imperial Cancer Research Fund, General Practice Research Group and British Heart Foundation Fund Promotion Research Group, Division of Public Health and Primary Health Care, University of Oxford. Health Education Authority, London, U.K., 1997.